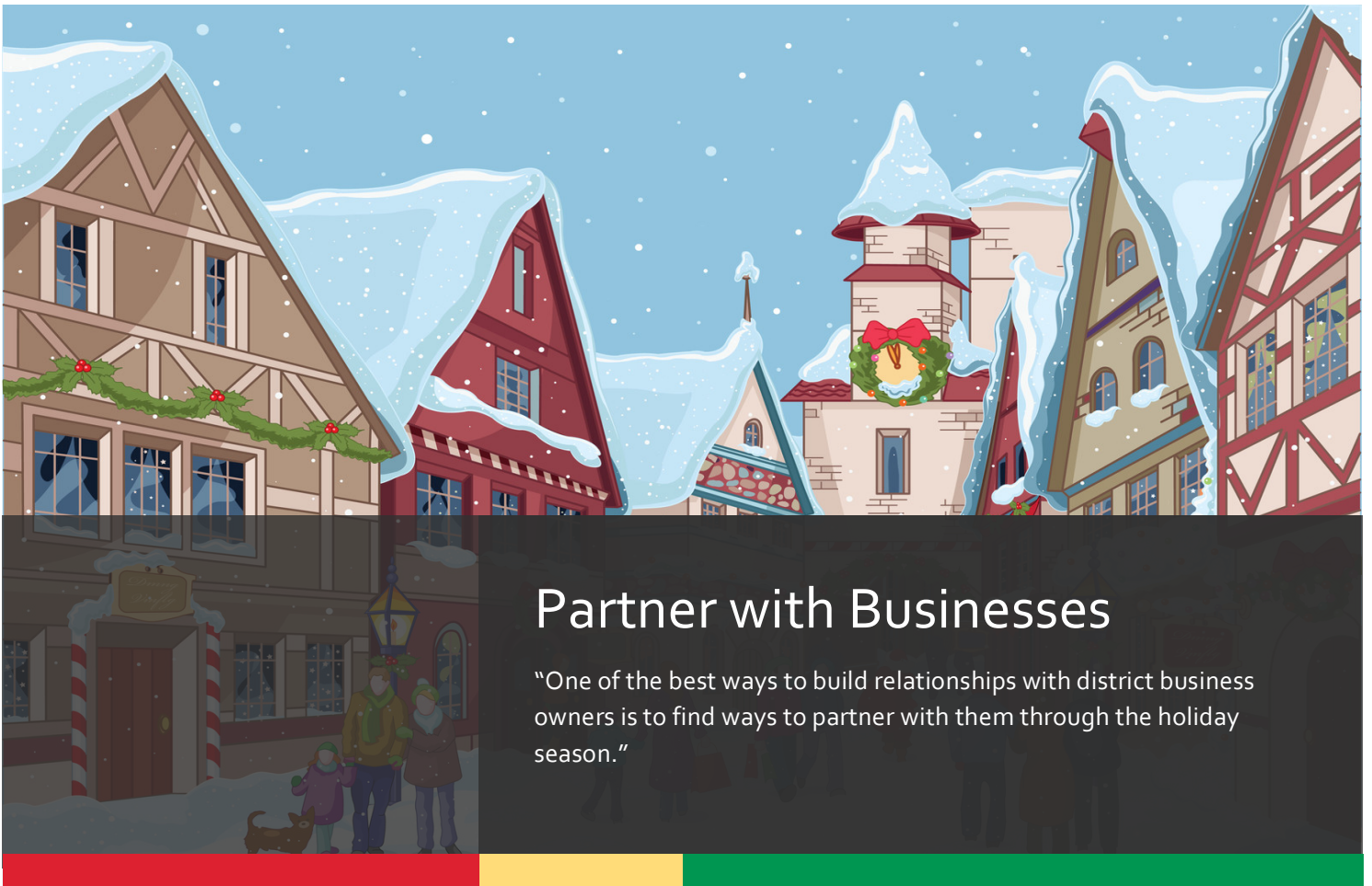


'Tis The Season



Shop MainStreet

2018 Holiday Campaign Kit



Partner with Businesses

“One of the best ways to build relationships with district business owners is to find ways to partner with them through the holiday season.”

“It's the most wonderful time of the year...”

What is the NMMS Shop MainStreet Campaign?

It is a year-round effort to support small businesses in NM MainStreet Districts through a holiday marketing campaign that engages each community, businesses, residents and visitors.

How does the campaign can help MainStreet communities?

When people spend money in locally owned businesses, it has a greater impact than spending money with businesses that are not locally owned.

How does it work?

Each MainStreet community receives a campaign kit, campaign posters and support from NMMS to launch the campaign. The local MainStreet project will then put up posters around their community and issue a press release to launch

the campaign. The campaign launch should fit into the local MainStreet's activities, but typically happens in November around Small Business Saturday.

This is a great opportunity for MainStreet organizations to work with district businesses and encourage their community to shop local during the holiday season.



WHY SHOP LOCAL and WHY MAINSTREET FIRST?



Create Destination

Develop the unique assets in your MainStreet district to capitalize on the potential to create a destination. Your unique position is what will engage residents, visitors and tourists; creating a destination.

1. The brick and mortar small business owners in our community represent the backbone of our local economy.

The men and women who own and operate businesses downtown have deep community roots. They sit next to us at athletic events, coach our kids, and volunteer in our churches and charities.

2. Local businesses generate local jobs.

Income to those businesses is returned in the form of salaries, which are spent locally as well. Don't forget all those youth team sponsorships, raffle items, high school scholarships and other investments in our community that are made by local business owners. They don't have to do any of that, but they do because they care.

3. Growth is cyclical.

Each time that money is spent at locally owned businesses, more money is available to support other local businesses like retail stores, movie theaters, auto repair shops, restaurants, health services, etc., and more local jobs are created.

4. Shopping MainStreet is pro-business. It is a great way to support small business owners whether they have been in business from 1 to 50 years. Whether it is a mom and pop coffee shop or a locally owned franchise, **small businesses are the heart of our communities.**

5. Shopping MainStreet is a great way to reinvest into your community. Studies have shown that for every \$100 spent locally, \$68 stays local. For every \$100 spent at a national chain store, only \$43 stays local. The bottom line... shopping MainStreet will keep more of your money in your community to be re-spent.

6. Shopping MainStreet supports local resources. Each time that money is spent and re-spent, your city tax base is strengthened to support city resources such as schools, parks, police and fire departments.

7. By Shopping MainStreet you help build your local economy... and improve the quality of life in your community!

YEAR ROUND SHOP LOCAL CAMPAIGNS

We hope this campaign kick-starts some ideas for your community to continue the campaign throughout the year. Below is a collection of ideas to keep people shopping in your district:

SHOP MAINSTREET FIRST

As much as we would love for people to find everything they need in our downtown districts, we understand that it is not always possible. That is why this campaign simply asks people to check with their MainStreet businesses before shopping elsewhere.

“Shop your downtown businesses and your locally owned businesses before shopping online or out-of-town. It makes a difference! Support your community, celebrate the place where you live and build your community’s economy.”

WHY BUY?

This campaign from the American Independent Business Alliance focuses on facts about the benefits of shopping local through a series of posters with reasons why to buy local. The bottom line of each poster says “Because Community Matters.” Here are a couple of examples:

1. Build Community – The casual encounters you enjoy at independent businesses and the public spaces around them nurture relationships, community cohesiveness, and smiles. They’re the ultimate social networking sites!
2. Economic Vitality – Each dollar you spend in a locally owned business returns 3 times more money into our community than money spent at a chain – a benefit we can bank on!

RELATIONSHOPS MATTER

That isn’t a typo! This campaign is all about emphasizing the relationships between shoppers and business owners. Simply use social media to feature a business and the owner on a regular basis (either once a week or once a month, depending on the size of your community and ability to interview business owners.) Consider four facts about the owner:

1. Why I started my business...
2. Why I am in the MainStreet district...
3. What I love to have customers say to me...
4. What I want people to experience in my business...

A few great slogans to inspire you:

- Shop Local 365
- Put your \$ where your heart is!
- Ghost towns happen when you don’t shop local.
- Totally Local
- Love where you Live. Shop Local!
- Eat. Play. Shop. Stay.
- Spend it here... keep it here. I get it!
- You can’t buy happiness, but you can buy local, and that's kind of the same thing!





Eight Ways to Boost your Holiday Campaign

- 1 Spread the Word – Print copies of the Shop MainStreet Poster and ask business owners to put them in their windows. – In and outside your district. Use the image on social media, in your newsletter, and on holiday publications.
- 2 Hold a Window Decorating Contest – Set a theme and a deadline (usually between Thanksgiving and early in December) and then post pictures of the winners on your Facebook page and website.
- 3 Cross Market – If MainStreet businesses or theaters already have annual holiday events and activities, help them get the word out! Create a one-page flyer with a list of all that is going on downtown for the holidays and get it out to your email list, social media links, Chamber of Commerce, City and other partners.
- 4 Use PSAs – Don't forget to take advantage of the Public Service Announcements that radio and newspapers offer for non-profits. Send out information weekly on events and activities on MainStreet.
- 5 Host a MainStreet Open House – Offer refreshments, special discounts, coupons, and music in businesses... possibly even carolers on the street or have Santa visit!
- 6 Build on Existing Events – If you have a Christmas Festival or Parade, encourage local businesses to have an open house just before or during the event. If the crowd is already there, find a way to capitalize on the traffic.
- 7 Organize a “Cash Mob” – Almost like the Flash Mob that will break out in dance in a specified area, you can call people to spend money in a local business. CashMob.com has great ideas for using social media to get the word out and has information on how to plan a cash mob.
- 8 Plan a Twelve Days of Christmas Shopping Event – Give customers who shop MainStreet the opportunity to win a gift basket. Collect items from MainStreet businesses and create as many baskets as you can. Value each basket between \$50 and \$100 to create incentive for shopping. Customers fill out drawing slips for a chance to win. You can collect the slips at each business or have one drop off point.

PRESS RELEASE TIPS

Write a catchy title – It is a little like baiting a hook. You want to create a title that will capture the attention of the reader and get them to bite.

Along the same lines – **don't bury the lead**. Get right to the point and summarize your information in the first paragraph.

Keep it simple – Don't use 100 words if 25 will do. Short sentences, short paragraphs and clear ideas will make your release easy to understand.

Use facts – Any data or facts that illustrate the impact of shopping local will help to support your information and encourage the press to look further.

Be jargon-free – You know all about MainStreet, but others do not. Write to the public who may not know anything about your organization and what you do.

Remember the **5 Ws and an H**. Who, What, Why, Where, When and How are all questions to answer in your press release.

Use quotes – The best quotes are gathered locally from people who are impacted by your topic. In this case, small business owners, shoppers and members of your organization are great resources for quotes about shopping local.

Include media – Pictures or a video from last year's parade, event or window displays will help to tell your story.

Include a call to action – How do you want people to respond to your news? Invite people to shop downtown or to a specific event.

Don't forget your contact information!



RESOURCES



SMALL BUSINESS SATURDAY

As a MainStreet organization, you can sign up to be a neighborhood champion and encourage your businesses to participate. Champion and businesses who do engage with the program are listed on the national website in a searchable database.

(We know this one may not work with all our communities because of the connection with American Express, but want to make this resource available to those who would like to participate. You can receive a lot of goodies in a campaign kit, even if your businesses do not use American Express.)

<https://www.americanexpress.com/us/small-business/shop-small/rally>



AMERICAN INDEPENDENT BUSINESS ALLIANCE

The AMiBA has a website packed with information on shopping local. They provide statistics, social media images, data and information on shop local campaigns to help support small businesses in our communities.

<https://www.amiba.net/buy-local-campaigns/>



INDEPENDENT WE STAND

Another great resource with ideas, information and facts on shopping local. Businesses can sign up to be part of the movement and have a listing on their app.

The link below is to the "About" page which has a GREAT list of facts about small businesses and how they impact our economy.

<https://www.independentwestand.org/learn-more/about/>



SHOP LOCAL

ShopLocal.us is part of a grassroots effort to inspire more people to buy from local businesses in neighborhoods across America--making a difference in our communities.

It is free to join and offers business the opportunity to interact through Facebook.

<http://www.shoplocal.us>



3/50 PROJECT

This is the program that launched the idea for Small Business Saturday. While the app is no longer available, there are a lot of great resources and printables to use year round and during the holidays.

The idea is to encourage residents to choose three businesses to spend \$50 in during the holidays. Imagine if you had 10% of your residents participate! The impact in your district would be phenomenal!

<http://www.the350project.net/home.html>

'Tis The Season



**TO LOOK. BUY. GIVE.
SHOP MAINSTREET**



WWW.NMMAINSTREET.ORG

SHOP MAINSTREET CAMPAIGN KIT

NEW MEXICO MAINSTREET

1100 ST FRANCIS DRIVE
SANTA FE, NM

WWW.NMMAINSTREET.ORG